



Virginia Green Events



Profile:



Old Beach Farmers Market 2009 Virginia Beach, Virginia 23451

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

Old Beach Farmers Market

DATES:

Memorial Day Weekend- End of September, 8am-Noon EVERY Saturday (rain or shine)

Holiday/Thanksgiving DATES: The Saturday prior and during Thanksgiving in November

Old Beach Farmers Market gathers in the parking lot of Croc's 19th Street Bistro, a certified Virginia Green restaurant in the heart of the Va. Beach resort near the Old Beach neighborhood. Just a six block walk from the oceanfront and one block from the Virginia Beach Convention Center, a certified Virginia Green facility.



The Mission of the Old Beach Farmers Market

- . Establish a Resort Area farmers market for residents and visitors
- . Encourage locavores and educate others about local, fresh, and sustainable food
- . Promote local family farms, watermen and Virginia wineries
- . Connect local sources to chefs, restaurateurs and the public
- . Revive an old-fashioned kind of shopping in the historic Old Beach District

The promoters and committee of the Old Beach Farmers Market have made a concerted effort to make this event as "green" and sustainable as possible.

Virginia Green Activities. When visiting the Old Beach Farmers Market, you can expect the following practices:

CORE ACTIVITIES for Green Events

- ☑ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.
 - Aluminum Cans, Plastic Bottles, Glass Bottles, Paper, Cardboard
- ☑ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.
 - Hot liquids are served in paper-based products
 - Samples are encouraged to be served with eco-friendly packaging or minimal packaging
- ☑ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!
 - Use electronic registration, correspondence and forms
 - Print brochures and other printed items on recycled content paper with 2-sided copying.
 - Soy-based and recycled paper
- ☑ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event.
 - We sell and encourage reusable Shopping Bags
 - Vendors are encouraged to minimize wastes, avoid plastic shopping bags, and provide for recycling of boxes and other set up wastes
 - Plastic bags are discouraged
 - Encourage use of walking, bike riding or carpooling
- ☑ **Green Signage.** Event planners must commit to **tell their participants about *how green*** the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event.
 - Posted web-link to the Virginia Green Events webpage
 - Created a green event section on your event’s webpage highlighting green activities
 - Posted signs which lists all of your green activities
 - Use the Virginia Green logo on signs and at recycling centers
- ☑ **Your Green Statement.** Why Are You “Greening” Your Event? Our event was ‘founded’ on green principles and was the first Virginia Green certified farmers market in the Commonwealth. As mentioned in our Mission Statement we wanted to Establish a Resort Area farmers market for residents and visitors and Encourage locavores and educate others about local, fresh, and sustainable food and to Promote local family farms, watermen and Virginia wineries and to Connect local sources to chefs, restaurateurs and the public and Revive an old-fashioned kind of shopping in the historic Old Beach District.



For more information on **Old Beach Farmers Market**, see www.OldBeachFarmersMarket.com or contact Laura Wood Habr, info@OldBeachFarmersMarket.com.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen. Click on “Events” for more green events.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

